GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:7202
ANSWERED ON:12.05.2000
TELECASTING OF CRICKET BY BHDDHA FILMS
GAJENDRA SINGH RAJUKHEDI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) : whether the right for domestic telecast of cricket matches on Doordarshan has been awarded to a private company named `Buddha Films`;

(b) : whether any contract has been signed in this regard;

(c) if so, the details thereof;

(d) : the policy of the Government to award the contract;

(e) : whether the Government are aware that the `Buddha Films` is owned by private TV Channels-Zee TV; and

(f) if so, the reasons for awarding the contract to this company?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION & BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT

(SHRI ARUN JAITLEY)

(a) to (c) : Prasar Bharati has the exclusive telecast rights of cricket events organised by BCCI in India till September, 2004. However, it has entered into an agreement with M/s. Buddha Films Ltd. for marketing of airtime on telecast of these events. It is likely to generate a revenue of Rs.450 crores from domestic telecasting.

(d) : Prasar Bharati have intimated that the marketing of cricketing and other major events on DD are awarded to a private company through a bid process which is open for all to participate. If they fulfil the terms and conditions as mentioned in the bid document, the contracts are awarded to highest bidder for marketing of the events on Doordarshan.

(e) : Yes, Sir.

(f) : The company was awarded the marketing rights because it was the highest bidder and it fulfilled all the terms and conditions of the bid document.